

REP HEADLINE# 6350144
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP26/12 18.23
*** WFLA-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6350144 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 120'S EST#1881 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP26/12 18.23

REP: NEW ORDER
TEL 515,800 026X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - 120'S

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1881
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1000A-1030A	2M		\$1,800.00	10/1	10/4	3		M-TH	3

PROGRAM : NEWS CHANNEL 8
CON COM1 : NEWS CHANNEL 8

9/28/12 FCC (3)

29/27

SEP26/12 18.23
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1237A	2M		\$7,800.00	10/1	10/4	1		M-TH	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
3			1237A-136A	2M		\$2,400.00	10/1	10/4	3		M-TH	3
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
4			1200N-100P	2M		\$2,280.00	10/1	10/4	2		M-TH	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
5			200P-300P	2M		\$2,820.00	10/1	10/4	2		M-TH	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
6			300P-400P	2M		\$5,400.00	10/1	10/4	2		M-TH	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
7			400P-500P	2M		\$6,780.00	10/1	10/4	3		M-TH	3
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
8			500A-530A	2M		\$1,740.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
9			500P-530P	2M		10200.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
10			530A-600A	2M		\$2,820.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P	2M		10200.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
12			600P-630P	2M		13500.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
13			600A-700A	2M		\$8,700.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
14			700P-730P	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWSCHANNEL 8												
CON COM1 : NEWSCHANNEL 8												
15			700A-900A	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
16			730P-800P	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												
17			900A-1000A	2M		\$6,240.00	10/1	10/4	2		M-TH	2
PROGRAM : TODAY SHOW 2												
CON COM1 : TODAY SHOW 2												
18			1100P-1135P	2M		15000.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
19			1200N-100P	2M		\$300.00	9/29	9/29	0		SAT	0
PROGRAM : NEWSCHANNEL 8 @ 12N												
CON COM1 : NEWSCHANNEL 8 @ 12N												

SEP26/12 18.23
*** WFTL-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	2M		\$7,800.00	9/29	9/29	0		SAT	0
21			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1 : RATES ARE 8/27-9/30 CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	10/1	10/4	2		M-TH	2
22			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	2M		\$300.00	9/30	9/30	0		SUN	0
23			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	2M		20000.00	9/30	9/30	0		SUN	0
24			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1 : FOOTBALL NIGHT IN AMRC	2M		42000.00	9/30	9/30	0		SUN	0
25			800P-900P PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1 : 30 ROCK/UP ALL NIGHT	2M		33120.00	10/4	10/4	0		THU	0
26			1000P-1100P PROGRAM : PARENTHOOD CON COM1 : PARENTHOOD	2M		45000.00	10/2	10/2	0		TUE	0
27			900P-1000P PROGRAM : LAW & ORDER CON COM1 : LAW & ORDER	2M		\$7,200.00	10/3	10/3	0		WED	0
28			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	9/30	9/30	1		SUN	1

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SEP/12						\$540.00	OCT/12					
												115260.00

CONTRACT TOTAL 115800.00
 TOTAL SPOTS 26

MARKET TOTALS \$532,360 WFLA 19% WFTS 22% WTSP 27% WTVT 23% WTOG 3% WTTA 0% WMOR 3%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RW25+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 120's	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 10a News MTWTF...	01	1800	120 Comme	Nbr of Spots	3	3	5400
2	M-F 1135p ET / 1035p CT Tonight Show MTWTF...	01	7800	120 Comme	Nbr of Spots	1	1	7800
3	M-F 1237a ET / 1137p CT Late Night MTWTF...	01	2400	120 Comme	Nbr of Spots	3	3	7200
4	M-F 12p Today Show III MTWTF...	01	2280	120 Comme	Nbr of Spots	2	2	4560
5	M-F 2p Rachael Ray MTWTF...	01	2820	120 Comme	Nbr of Spots	2	2	5640
6	M-F 3p Doctors MTWTF...	01	5400	120 Comme	Nbr of Spots	2	2	10800
7	M-F 4p Dr Oz MTWTF...	01	6780	120 Comme	Nbr of Spots	3	3	20340
8	M-F 5a News MTWTF...	01	1740	120 Comme	Nbr of Spots	1	1	1740
9	M-F 5p News	01	10200	120 Comme	Nbr of Spots	1	1	10200
Weekly Totals: Total Spots(Ord Spots)						1	25	26

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1010 Wisconsin Ave
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Washington DC 20007

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Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer:	Client/Product/Estimate: 95 / 101 / 1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530a News MTWT...	01	2820	120 Comme		1	1	2820
11	M-F 530p News MTWT...	01	10200	120 Comme		1	1	10200
12	M-F 9a Today Show II MTWT...	01	6240	120 Comme		2	2	12480
13	M-Su 11p News MTWT...	01	15000	120 Comme		1	1	15000
14	M-Th, Su 430a News MTWT...	01	540	120 Comme		2	2	1080
15	M-Th, Su 430a NewsS	01	540	120 Comme		1	1	540
Weekly Totals: Total Spots(Ord Spots)					1	25	26	

Grand Totals				Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01
Spots	26			1	25
Cost	115800			540	115260

Grand Totals:	Spots: 26	Gross Total: 115,800.00
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Commission:	17,370.00
Net Total:	98,430.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Dbama/ D/ President
PROD: Dbama 120's

2012
INVOICE DATE 09/30/12 E:063501440
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032673
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1881
Desc: 06350144

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Th, Su 430a News						*WFLA 2:00 Commercial		
	540.00	15 1	9/30	SU	04:52A	02:00 OFA12G131	540.00	
Total Airtime Gross Spot Revenue:						540.00		

PERIOD COST 540.00

1 Total Units
ACTUAL GROSS BILLING 540.00
AGENCY COMMISSION 81.00
NET DUE 459.00
SUB-TOTALS Debits .00 Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Barack Dbama/ D/ President Dbama 120's

INVOICE NUMBER 0100032673
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 459.00

REMIT TO:

*00211

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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